

Adidas Sales Analysis Report

1. Overall Sales Performance

- Total Sales: 900M – strong revenue base.
- Total Units Sold: 2M (Avg Price 45.22).
- Avg Operating Profit: 34K – modest margins, volume-driven.

2. Product-Wise Sales

- Men's Street Footwear leads (~0.2B).
- Women's Apparel & Men's Athletic Footwear follow.
- Footwear dominates; Women's apparel growing fast.
- Forecast: Women's athleisure expansion = new growth.

3. Regional Performance

- West = 687K units (27.7%), South = 492K (19.9%).
- Midwest lags behind.
- Forecast: Focus South & Midwest with campaigns.

4. Sales Method Analysis

- Online = 39.6% (largest channel).
- In-store = 33%, Outlet = 28%.
- Forecast: Online >50% of sales in 2–3 years.
- Recommendation: Strengthen digital & omni-channel.

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5. Profitability & Distribution Flow

- Profit increased steadily (2020→2021, ~0.3B).
- West relies heavily on Outlets (price sensitive).
- Online = universal driver across regions.
- Forecast: Push exclusives online, use outlets for first-time buyers.

6. Strategic Recommendations

1. Strengthen Adidas' online ecosystem & personalization.
2. Expand footwear & women's apparel.
3. Prioritize West & South; target Midwest.
4. Enhance omni-channel integration.
5. Premium collections + supply chain optimization.

7. Forecasted Trends

- Online >50% of sales within 2–3 years.
- Women's segment > Men's in growth.
- South region fastest YoY growth.
- Sustainability = future product strategy.

